

Message Text

UNCLASSIFIED

PAGE 01 SAO PA 01923 251817Z
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W
-----069373 260017Z /63

R 251415Z JUL 77
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 7893
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 1923

E.O.11652: N/A
TAGS: BEXP, BR
SUBJECT: PRODUCT TARGETING GUIDE FOR TRADE CENTER OPPORTUNITY
PROGRAM

REF: STATE A-2287

1. POST APPRECIATES LIST OF MOST HEAVILY USED CATEGORIES. OUR
TO COLLECTION EXPERIENCE IS BASICALLY THE SAME. HOWEVER, WE ARE
DISAPPOINTED THAT THE CATEGORIES OF SPECIALLY HIGH SUBSCRIBER
CONCENTRATION DO NOT CORRESPOND TO THE FIVE CATEGORIES WHICH HAVE
ACCOUNTED FOR OVER 50 PERCENT OF OUR TO'S FROM JUNE 1975 THROUGH
MAY 1977. FOLLOWING ARE THE FIVE SIC CATEGORIES WHICH ACCOUNTED
FOR 61 OF THE 112 TO'S SUBMITTED BY POST: 283,354,355,382,384.

2. POST ALSO APPRECIATES SUGGESTION TO FOCUS OUR TO COLLECTION
EFFORTS ON THE MOST HEAVILY SUBSCRIBED AREAS. GIVEN THE LIMITED
PRODUCT CATEGORIES WHICH CAN BE EFFECTIVELY MARKETED IN BRAZIL,
HOWEVER, WE THINK IT MUCH WISER FOR USDOC TO STRENGTHEN IN ITS EFFORTS
TO RECRUIT PROGRAM SUBSCRIBERS WHOSE PRODUCTS CAN BE MARKETED HERE.
IN THIS WAY, PERHAPS MORE OF THE BRAZILIAN FIRMS, FROM WHOM WE
RECEIVE
TO'S; WILL RECEIVE A RESPONSE FROM AMERICAN FIRMS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SAOPA01923
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770265-0328
Format: TEL
From: SAO PAULO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770722/aaaaasyz.tel
Line Count: 47
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b0c38264-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE A-2287
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1758924
Secure: OPEN
Status: NATIVE
Subject: PRODUCT TARGETING GUIDE FOR TRADE CENTER OPPORTUNITY PROGRAM
TAGS: BEXP, BR
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/b0c38264-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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22 May 2009
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